



## **IPLAYCO ACQUIRES THE PLAY MART BRAND IN EUROPE**

**Langley, BC / October 19, 2017/** Iplayco Corporation Limited ("Iplayco") is pleased to announce that it has acquired the intellectual property rights to the Play Mart brand in Europe.

"We are very excited to have acquired the rights to Play Mart, an industry leading brand, with a strong reputation for innovative designs, quality and durability. The Play Mart and Iplayco brands of play equipment are complementary and together are expected to significantly increase our offerings in Europe. With these transactions, we are also realigning our global supply chain to reduce costs and time to market. Our North American operations will continue to supply customers in the Americas and worldwide, our Asian operations will focus on supplying customers in the Asia-Pacific region, and customers in Europe, Middle East and Africa will soon benefit from our manufacturing and distribution operations in Europe. Iplayco's market has always been global, and soon we will have the capabilities to supply our customers from three different continents."

### **About Iplayco**

Iplayco is a global leader in the design and supply of premium-quality, fun, safe and durable indoor playgrounds for children. In its 18-year history, Iplayco has sold over 3,000 playgrounds to over 60 countries worldwide. For more information, please visit [www.internationalplayco.com](http://www.internationalplayco.com)

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